

Social Media Checklist For Businesses

The importance of social media to businesses can never be over emphasized in this digital age. Social media can have great effect on a brand which can either be positive or negative. For this purpose, we would be using Instagram as case study.



See below a compiled check list for starting out on social media.

1. Create An Account

To start out as a business on social media you will need an account on Instagram and Facebook. Once you have that settled the next step is to connect both pages.

Go to: Settings - Account – Linked Accounts - Facebook

2. Craft A Perfect Profile

- a. **Your Name:** This section should be for your business category i.e Digital Marketer, Social Media Manager, Fashion Designer In Lekki.

The use of these specific keywords will help your brand during search.
- b. **Your Bio:** In few words, you should state what makes you unique i.e your selling point. Include your email address and if possible add an emoji somewhere. The humor is needed lols.
- c. **Your Contact Details:** It is so unfortunate that a lot of brands and Sme's out there miss the importance of having their contact details in their profile, this you don't want to do.

How can I reach out to you without sending a Dm? Add it there. There is no crime in having a special business line if that is what you are comfortable with.

- d. **Add a Link:** Instagram as a case study expects you to have a website so it gives you a section to do so. However, as SME's (Small Medium Enterprise), the cost of owning a website might be too expensive but you need to consider it.

In the main time you can make use of other web publishers such as [disha](#), [linkt.ree](#) or use your whatsApp link.

- e. **Your Location:** This is simple yeah? Just make known your location i.e Lagos, Abuja etc.
- 3. **Profile Picture:** As a brand or a business that you are, it is strongly advisable you use your logo as your profile picture. For your personal brand, a clean head shot is highly recommended.

Need help with a Logo that suits your brand? [Click Here](#)

- 4. **Highlights:** You can add stories to appear on your profile as highlights, even after they disappear. Highlights appear below your profile photo.

To add a story to a highlight:

Go to your profile and tap **Story Highlights** below your bio

Tap to select the story or stories you want to add to highlights, and then tap **Next**.

Tap **Edit Cover** > Choose a cover photo > Tap **Done**.

Enter a story name for your highlight, and then tap **Add** (iPhone) or **Done** (Android). You can add more photos or videos to your highlight at any time by tapping and holding on the highlight and then tapping **Edit Highlight**.

Note: Stories you add as highlights remain visible as highlights until you remove them, even after the original story has disappeared

Need help with your highlight and highlight cover? [Click Here](#)

5. **Your Feed:** Now that you have gotten a grasp of all the above then I must congratulate you because your business page is now live and fully optimized. However of what use is an optimized page without contents or should I say reasonable contents.

You must have heard of the saying “Content is King” however, you don’t want to dish out contents blindly but strategically.

On A Final Note

Hi, I am Prince Oluwatosin and I have taken time to share this with you and I am so glad you read to this point.

Want to know more? Or you need help with your branding, social media management, social media marketing or crafting a full digital marketing strategy to increase your online presence and keep your phone buzzing

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